

NIH INFORMATION & COMMUNICATION SERVICES  
NIH - TASK ORDER

RFTOP#83                      **TITLE: OD/OSE Logistical Support Services**

**A.     Point of Contact Name: Anthony Revenis**

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**B.     PROPOSED PERIOD OF PERFORMANCE:** Award date will be on or about October 2, 2002. Period of Performance will be for 1 year with 2 additional option years.

**C.     PRICING METHOD:** Time and Materials. Firms are instructed that invoices will require details for actual compensation rates.

**D.     PROPOSAL INSTRUCTIONS:** Proposal should be submitted by e-mail. Samples of previous work may be provided via e-mail or via U.S. mail postmarked NLT the response date of this RFTOP. Please enter in the subject line the following text, "RFTOP #83 - Proposal submitted by {Insert Firm Name}." A signed task order form (last page of the RFTOP) may be scanned and submitted or will be requested after source selection.

**E.     RESPONSE DUE DATE: September 2, 2002 at 10:00 am local NIH time.**

**F.     TASK DESCRIPTION:**

The Office of Science Education (OSE) is seeking a contractor to provide a wide variety of services to support its mission to plan, develop and coordinate a comprehensive science education program to strengthen and enhance efforts of the NIH to attract young people to medical and behavioral science careers and to improve science literacy in both adults and children. The Office is located in the Office of Science Policy in the immediate Office of the Director, National Institutes of Health (NIH). The function of the Office is as follows: (1) develops, supports and directs new program initiatives at all levels with special emphasis on targeting students in grades K-16, their educators and parents, and the general public; (2) advises NIH leadership on science education issues; (3) examines and evaluates research and emerging trends in science education and literacy for policy-making; (4) works closely with the NIH extramural, intramural, women's health, laboratory animal research, and minority program offices on science education special issues and programs to assure coordination of NIH efforts; (5) works with NIH Institutes and Centers (ICs) to enhance communication of science education activities; and (6) works cooperatively with other public and private sector organizations to

develop and coordinate activities.

Office activities that require both on-site and off-site support can be put into the following general categories: education, writing and editing, public outreach, web enhancements and maintenance, marketing OSE products, distribution/ storage of educational materials, and administrative support.

### **Task 1. Logistical Support for Meetings and Educational Activities**

#### **Subtask1a. Presentation Support**

- i. The offeror will assist OSE staff with logistical support to prepare presentations and workshops given at conferences. This work includes but is not limited to:
  - (1) collection of materials and information about NIH science education programs;
  - (2) stuffing and assembly of information packages;
  - (3) desktop publishing and editorial support for preparation of informational materials;
  - (4) arranging for meeting space, meeting support and travel, as needed, for SERG (Science Education Resource Group) meetings; and
  - (5) desktop publishing and editorial support for preparation of informational materials; and

#### **Subtask1b. Professional Development**

- i. The offeror will provide for a trainer to conduct professional development sessions on the use of OSE curriculum supplements. The trainer will be expected to do the following:
  - (1) plan and participate in national, state, and local meetings, workshops, seminars, and conferences for the purpose of providing training to professionals on science education matters.
  - (2) provide research and scientific writing services that relate to OSE's programs and be responsible for handling technical scientific questions about OSE materials.
- ii. The trainer is expected to have an advanced degree in the life sciences and have experience in working with K-12 teachers and secondary school students.

### **Subtask1c. Educator**

- i. The offeror will provide for an educator with a background in the life sciences. The trainer will be expected to do the following:
  - (1) attend local and national teacher focus groups and incorporate teachers' suggestions into a report, to be presented to the Director, OSE.
  - (2) work with the trainer and other OSE staff to conduct professional development
  - (3) coordinate the design and implementation of OSE educational programs.
- i. The trainer is expected to have an advanced degree in the life sciences and have experience teaching in secondary schools.

### **Subtask1d. Evaluation**

- i. The offeror will provide for an expert educator who has experience in designing and conducting evaluation activities. The evaluator will be expected to do the following:
  - (1) evaluate OSE outreach programs.
  - (2) design studies to evaluate small OSE educational programs.
  - (3) coordinate with NIH or other agency staff in evaluating larger OSE educational programs
- ii. The trainer is expected to have an advanced degree in statistics and have experience in education.

## **Task 2. Writing and Editing Support**

### **Subtask2a. Writing**

- i. The offeror will provide for a writer to promote the OSE Director's vision of office activities and oversee associated activities. The following will be expected of the writer:
  - (1) must understand biomedical scientific research
  - (2) work closely with the Director, OSE and get his approval for each story in order to accomplish the "look and feel" that is needed for OSE's audience.
  - (3) make decisions about the stories, critically review stories written by others (stories must be carefully written in order to appeal to the OSE customers and be easily understood by a lay person), check their references, evaluate their scientific content, and challenge any information that appears ambiguous or of questionable validity.
  - (4) expected to write original stories on scientific topics for the web site

(stories will be primarily written for secondary school students or for K-12 teachers).

(5) will review all stories prepared by OSE science writers

### **Subtask2b. Writing with Technical Support**

i. The offeror will assist OSE staff in the research, design, and production of other projects. Examples of these are:

(1) “Science in the Cinema” manual, a handbook detailing how to organize and plan a Science in the Cinema program.

(a) topics will include: background and philosophy, program overview, goals, choosing films, choosing lectures, choosing handouts, finding the right place and time, how to create and maintain mailing lists, advertising and marketing, funding and costs, and how to evaluate a program.

(b) will also highlight elements from other science-based film festivals that are in operation throughout the country (Sample materials will also be included in an appendix to the manual).

(c) will be made available both in print and on the OSE web site.

(d) target audience will be individuals seeking to start in the Cinema or other similar film series for the public.

(e) OSE staff will provide content support.

(f) tasks will include research, interviewing, writing, design, desktop production, copying, binding, and dissemination.

(g) The offeror will also provide assistance to individuals contacting NIH seeking information about how to run a Science in the Cinema program.

#### **(2) NIH Speakers Bureau**

(a) The Speakers Bureau is a joint project of the Office of Research on Women’s Health (ORWH) and the OSE.

(b) The program is designed to increase national visibility of a diverse group of women scientists in the NIH community.  
The offeror staff will:

(i) Collect information from speakers for speaker profiles,

(ii) Send letters to all speakers requesting permission to put information on the web,

(iii) Write the speakers profile,

(iv) Enter new speakers into the web site by uploading the profile and scanning in their pictures.

#### **3) Master Educator Network**

- (a) to be located on OSE web site.
- (b) Specific tasks include:

- (iv) uploading files for preview by educators,
- (ii) monitoring the web site for responses,
- (iii) compiling responses.

(4) NIH Virtual Mentor

- (a) The Virtual Mentor (VM) is a new project of the OSE.
- (b) The program is designed to assist middle and high school students in making career choices in the life sciences. The offeror staff will:
  - (iii) conduct research about additional career fields, including Federal positions, not already included in the current VM database.
  - (ii) format the data to be consistent with information already in the database;
  - (iii) interview persons in the newly added career fields and format the interviews as done previously for the “Real People” function;
  - (iv) enter new speakers into the web site by uploading the profile and scanning in their pictures

(5) SERG Workgroup

- (a) The SERG Workgroup is a new project of the OSE.
- (b) The program is designed to assist the OSE in coordinating science education efforts around the NIH. The offeror staff will:
  - (i) provide technical writing, meeting minutes, and other types of miscellaneous as needed to support the workgroup;

**Subtask2c. Editing**

- i. On an as needed basis, the offeror will provide for an editor, who has a background in copy editing scientific materials. The following will be expected of the editor:
  - (1) review all manuscripts OSE projects that will be published in hard copy or on the web; and
  - (1) make changes to improve their written quality.
- ii. The editor is expected to have an significant experience in accurately copy editing all types of scientific manuscripts from drafts to blueines.

**Task 3. Public Outreach Program Support**

### **Subtask3a. OSE Exhibits at Science Teacher Conferences**

i. The offeror will provide for logistical and on-site support of the OSE exhibit at National Science Teachers Association and other professional conferences held annually during the Fall months (October to December). Support is required both before and after the conferences are held.

#### **(1) Pre-conference logistical support**

(a) will include the collection, sorting, shipment, and storage of NIH exhibit materials.

(b) provide interim, short term storage facilities for NIH materials to be collected and inventoried before being sent to a conference site

(c) detailed support activities include the following:

(i) obtain from the OSE Conference Manager

1)

a list of the names of the conference and

conference dates.

2) list of the names of the materials and publications that will be sent to the

contractor for the NIH ICs and the medical topics by which they are to be sorted

3) a list of the materials & publications that will

be sent to each conference

(d) receive materials & publications from selected NIH

ICs no later than early September.

(e) packaging the materials & publications

(i) integrate materials (sorted by medical topic) from previous conference inventory with the new materials arriving from the ICs

(ii) sort the materials by medical topic box the materials by medical topic label boxes both on

the end and on top according to medical topic

(iii) pelletize, shrink wrap, and label for shipping

(f) provide loading onto the truck of the preferred conference shipping company by either having a loading dock or a forklift

(i) arrangements will be made by the OSE Conference Manager to pick up and ship the materials no later than one week prior to the beginning of the conferences

(ii) OSE Conference Manager will provide those dates

#### **(2) Post-conference arrangements for Fall conferences**

(a) receive the materials & publications that are returned from each conference

(b) inventory the materials & publications for all conferences  
(c) prepare an inventory report of all the returned materials from each conference  
(i) submit post-conference report after the OSE Conference Manager no later than two weeks following the receipt of the materials;

(d) sort returned materials & publications by medical topic and temporarily store them;  
(e) following the last Fall conference, consolidate the sorted materials & publications from all of the Fall conferences and permanently store them in boxes until two months until the next scheduled meeting.  
(f) label boxes both on each side and on top according to medical topic

ii. Pre-conference arrangements for Spring conference(s)

(1) The offeror will provide for logistical and on-site support at the OSE exhibit at National Science Teacher Association (NSTA) Conference

(a) held annually at the end of March  
(b) the following activities will be performed in preparation for the conference  
(i) the OSE Conference Manager will provide to the contractor a list of the names of the materials & publications that will be sent to the contractor from the NIH ICs and the medical topics by which they are to be sorted  
(ii) no later than mid February, the contractor will receive materials & publications from the ICs  
(iii) packaging the materials & publications  
1) integrate materials (sorted by medical topic) from previous conferences with the new materials arriving from the ICs  
2) box the materials by medical topic  
3) label boxes both on the end and on top according to medical topic  
4) palletize, shrink wrap, and label for shipping  
(iv) provide loading onto the truck of the preferred conference shipping company by either having a loading dock or a forklift.  
(c) arrangements will be made by the OSE Conference

Manager to pick up and ship the materials no later than one week prior to the beginning of the conference

(i) OSE Conference Manager will provide those dates

(2) Post-conference arrangements for Spring conference  
National Science Teacher Association (NSTA)

(a) Conference activities

(i) receive the materials that are returned from the conference

(ii) inventory the materials, sort by medical topic, consolidate the sorted materials & publications and place in boxes

1) label boxes both on each side and on top according to medical topic

2) store them in boxes until two months before the next scheduled meeting

(iii) prepare an inventory report of all the returned materials.



- 1) submit to the OSE Conference Manager no later than two weeks following the receipt of the materials

**Subtask 3b. NIH Mini-Med School Lecture Series**

- i. The offeror will provide logistical support for the NIH Mini-Med Schools.
  - (1) 6-7 sessions weekly lectures generally held in the Spring
  - (2) Held on NIH Campus or other Washington, DC area locations
- (1) Tasks include
  - (a) assisting with materials reproduction of handout materials before each session
    - (i) some materials may be received on the day of the session
  - (b) assisting with on-site logistical support
    - (i) providing individuals, as needed, to staff the registration desk, registering attendants, providing materials to attendees, and answering questions.
      - 1) Need 4-5 staff to register “students” if security measures require it, more staff may be needed
  - (c) As needed, may have to arrange for and pay the travel for speakers

**Subtask 3c. Science in the Cinema Film Festival**

- i. The offeror’s staff will provide logistical support Science in the Cinema
  - (1) 6-week film festival during July and August
  - (2) To be held on NIH Campus
  - (3) Tasks include
    - (a) producing flyers and/or mailing announcements to individuals on the OSE mailing list
    - (b) assisting with materials reproduction of handout materials before each session
      - (i) some materials may be received on the day of the session
    - (c) assisting with on-site logistical support
      - (i) providing individuals, as needed, to distribute materials at the door, providing materials to attendees, and answering questions.

Assist individuals with seating and special needs.

- (ii) Need 3 staff to register “theater goers”
  - 1) more staff if security measures require it
- (d) As needed, may have to arrange for and

pay the

travel for speakers

#### **Task 4. OSE Web Site Development and Enhancement Support**

- a. The OSE has a web site that is linked to the NIH Home Page. It is crucial that the web site continue to grow and provide new information for students and teachers. The site features information about OSE, NIH curriculum supplements, educational programs for students and adults, education related publications, and grants in science education, as well as links to other sites.
- b. A major component of this project will involve collecting information about NIH science education activities and producing and maintaining a current listing of NIH science education programs, grants, and products.
- c. The offeror will provide for substantive development of the OSE web site and technical support for web maintenance.
  - i. In order to accomplish this, the offeror must:
    - (1) provide high level Lotus Notes programming expertise
    - (2) junior level programming in many languages including Lotus

Notes.

- ii. general technical support for office computers and networks is also needed

(1) Examples of tasks include creating pages for the web site, researching photographs to enhance web stories, collecting CV's and pictures for the Speaker's Bureau component, scanning pictures for uploading to the web site, reviewing other NIH sites for possible links, performing general web site maintenance, and monitoring questions and comments from web site readers.

#### **Task 5. Marketing Support for OSE products**

- a. The OSE has a need to promote its curriculum materials to teachers across the country.
- b. The offeror is to provide a high caliber writing person who also has experience in marketing and promoting materials.

## **Task 6. Distribution and storage of educational materials**

- a. The OSE has a need to distribute its video curriculum materials to teachers across the country.
- b. The offeror needs to provide a facility to
  - i. store the materials
  - ii. receive order requests and mail them out
- c. maintain a database of the inventory and provide monthly reports of distribution activities to the OSE.

## **Task 7. Administrative Support**

### **Subtask 7a. Planning Consultant**

- i. The offeror is to provide for a consultant who
  - (1) will work with the OSE Director and senior staff to assist them in refining the OSE planning process by drawing upon expert knowledge gained from years of experience in administering strategic plans and evaluations of precollege science education programs.
  - (2) will meet with individuals in other Federal agencies and nongovernment organizations to obtain information concerning science education relative to the interest of NIH and the “big picture” of science education outside the NIH.
  - (3) will collect information about what they are doing, what has succeeded, what has failed, and what partnership opportunities might exist, and summarizes information gained. The ultimate objective will be to better define the NIH role in science education at the national level.

### **Subtask 7b. Data entry/office assistant**

- i. The offeror is to provide a high caliber clerical person who will function to
  - (1) enter data from customer return cards resulting from marketing campaigns
  - (2) conduct quality control on the customer database
  - (3) provide additional support to the office staff

## **G. EVALUATION FACTORS**

**Technical/Management:** Contractors are to provide a written proposal demonstrating an understanding of the task order requirements through a comprehensive description of the proposed approach, the number of people to perform the task, the position of each individual, and the scheduling and assignment of tasks.

Contractors shall summarize the relevant experience and skills of the individuals proposed for the task order. The summary shall not exceed a quarter page. The summaries should highlight experience such as

**Experience:** Contractors are encouraged to provide a list of no more than three references of previous or current projects awarded to your firm for similar tasks. If contract does not have a list of references but feels they can do the task, please provide a short written documentation to that fact.

The references provided by the contractor may be contacted to assess the contractor's 1) record of conforming to specifications and standards of good workmanship, 2) adherence to contract schedules, and 3) reputation for reasonable and cooperative behavior and commitment to customer satisfaction.

Contractors are to provide copies of samples of previous projects (such as previous Logistical Support [Task I], writing and editing [Task II], public outreach program support [Task 3], website development and enhancement support [Task IV], marketing support for OSE products [Task V], distribution and storage of educational materials [Task VI], administrative support [Task VII].

**Cost/Price:** While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the Government.

Task Order# NICS-83

**TITLE: OD/OSE Logistical Support Services**

**PART II - CONTRACTOR'S REPLY:**

**CONTRACT #263-01-D-0\_\_\_\_\_**

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST: \$

Pricing Method T&M

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:\_\_\_\_\_

Signature

Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

RECOMMENDED:

FAX #

Signature - Project Officer

Date

APPROVED:\_\_\_\_\_

FAX #

Signature - Contracting Officer

Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED:\_\_\_\_\_

Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator

Date